



Richmond Region Tourism Foundation Sports Tourism Grant Program

Request for Proposal

Sports tourism grants are awarded to help incubate new events or expand promotion of existing events to increase potential visitors from outside of the Richmond Region, whether they are in the form of teams, participants, spectators or accompanying family members. Any grant dollars awarded to your organization should be spent on marketing your event or enhancing the visitor experience to entice visitors to return to the Richmond Region.

Sports Grants recipients for 2024 will be announced via email in early December 2023 but will officially be announced at the 2nd Annual RVA Sports Awards Show on February 3rd, 2024. For more information on tickets and table sponsorships to the RVA Sports Awards visit www.RVASportsAwards.Com.

*Please note that this Sports Tourism Grant Program has a finite amount of dollars that can be awarded. It will be a competitive process and your answers in this application will be vitally important to the review committee. Any organization can apply for up to \$2,500, but your awarding amount, if any, is not guaranteed year to year.

The Application Process

1. Organizations wishing to apply for a sports tourism grant are asked to follow the format provided in this application.
2. Completed applications are due **November 10, 2023**, for events occurring in 2024.

Attn: Morgan Stanley, Sports & Events Specialist
Richmond Region Tourism
401 N. 3rd Street
Richmond, VA 23219
mstanley@visitrichmondva.com | 804-783-7402



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The Review Process/Awarding of the Grants

1. All proposals will be reviewed by a Richmond Region Tourism Committee:

Here is a sample evaluation criterion on which each proposal will be graded:

| <u>Factors</u> | <u>Maximum Score</u> |
|---|-----------------------------|
| Future plans to increase the number of visitors, attract more teams, add new events etc. (If this is your second year applying and/or receiving a grant, please showcase how you will use these funds to continue to expand your promotion and how year one went) | 40 points |
| Hotel room nights, overnight visitors, and/or economic impact of event. (Information obtained from Event Verification Form(s) – See Appendix A) | 25 points |
| How will your event drive awareness to attract future outside events to the Region? | 10 points |
| Plans to attract media attention (More points for media outside of the Richmond Region) | 10 points |
| Does the event showcase the Region as a multicultural hub for sports of all types and athletes of all abilities? | 10 points |
| Do you plan to operate this event for multi-years? | 5 points |

2. Each organization must submit a completed Post-Event Review Form for each event listed in this application (see Appendix B) and any required documentation within thirty (30) days after the completion of the event to receive payment. If you are awarded a grant for multiple events, payment will be processed at the conclusion of your last event for calendar year 2024.



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Application

Organization Information:

Organization Name: _____

Total Amount requested: _____ (\$500 - \$2,500)

Event(s): _____

Contact Information:

Submitted by: _____

Address: _____

Phone: _____

E-mail: _____

I. Statement/Acknowledgment of Grant Policy

In submitting this application, the organization applying for the grant agrees to the following:

- If awarded, the sports grant will be applied to help increase the number of participants, spectators and/or visitors to the Richmond Region.
- If awarded a sports grant, the organization agrees to provide Richmond Region Tourism an Event Verification Form for each event(s) (See Appendix A) with this application prior to each event and the Post-Event Review Form and a W-9 within 30 days after the completion of your event.
- If awarded a sports grant, the organization (or its affiliated housing bureau) agrees to work with Richmond Region Tourism on promoting hotel information to attendees.

II. Event Information

A. Please complete an Event Verification Form for each event(s) and submit with this application. (See Appendix A). This form will help estimate the number of hotel room nights and subsequent economic impact of your event.

B. Describe the event(s).

C. Please describe how you will use this grant to promote your event(s) to increase the number of visitors, attract more teams, etc. (Please be prepared to document in the Post-Event Review Form how you used the cash grant to promote your event)



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Appendix A

1. Please fill out an Event Verification Form for EACH event in your application.
2. Please start by completing the 'Team Event' section at the top and input the total number of teams, the number of players on each team and the number of other people (parents, coaches etc.). Add the number of players plus the number of others and multiple by the number of teams to give you a total attendance. (If your event is an individual participatory event, please start by completing the 'For Individual Events' section and input the number of participants and number of support individuals and add those together for a total attendance.)
3. Input the estimated number of teams (or individuals) coming from outside a 50 mile radius (in that first big box).
4. Input the percentage of attendees who would be flying by air (in the second big box).
5. Input the estimated percentage of attendees staying 4 to a room, 3 to a room, 2 to a room, or 1 to a room (Make sure those percentages add up to 100%) and
6. Input the estimated length of stay for your attendees (again please make sure the percentage adds up to 100%).
7. Please sign and date on the second page.



Of the out-of-town attendees listed above, please give an approximate percentage that best describes your hotel accommodations (NOTE: Youth events typically sleep four people to a room, while participants with a professional event sleep one person per room.):

| People per room | Percentage |
|-------------------|------------|
| 4 people per room | |
| 3 people per room | |
| 2 people per room | |
| 1 person per room | |

| Event Days | Percentage | Event Days | Percentage |
|----------------------------|------------|----------------------------|------------|
| Participants stay 1 night | | Participants stay 5 nights | |
| Participants stay 2 nights | | Participants stay 6 nights | |
| Participants stay 3 nights | | Participants stay 7 nights | |
| Participants stay 4 nights | | Participants stay 8 nights | |

Please sign and scan a copy back to mstanley@visitrichmondva.com. Please note that this is not a legally binding contract, simply a letter of good faith of your intention to meet in Richmond.

Organizer name, title

Date

Morgan Stanley, Sports & Events Specialist

Date

For RRT office use only:

Total Event Days

Total Rooms